

Murfatlar Romania SA in Alcoholic Drinks (Romania)

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Date: June 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: M81C119FBCCEN

Abstracts

After leading sales for most of the review period, Murfatlar Romania now ranks second within wine. However, the company still benefits from strong awareness of its products, although sales have been hit by the negative image of management and bad publicity regarding a mismatch between quality and price. Uncertainty around the company's legal status makes it almost impossible for any discussion on new investments, with there currently being a freeze on assets and even wages.

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